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Contract

002162 Digital Advertising and Specialist Marketing Support Framework

British Library

F03: Contract award notice

Notice identifier: 2024/S 000-011221

Procurement identifier (OCID): ocds-h6vhtk-03ce2f

Published 8 April 2024, 10:05am

Section I: Contracting authority

I.1) Name and addresses

British Library

<https://www.bipsolutions.com>

London

NW1 2DB

Contact

Andy Kemp

Email

andy.kemp@bl.uk

Telephone

+44 1937546387

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

United Kingdom

Internet address(es)

Main address

<https://www.delta-esourcing.com/>

Buyer's address

<https://www.delta-esourcing.com/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

002162 Digital Advertising and Specialist Marketing Support Framework

Reference number

002162

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The British Library (BL) is leading a collaborative tender with the DCMS Museums and Galleries and other charitable organisations working in the cultural events, museums and galleries sector to set up a Framework Agreement to deliver their specialist media buying advertising and marketing. The primary organisations expected to utilise this arrangement as Contracting Authorities are: British Library British Museum City of London Corporation (Barbican and Tower Bridge) Museum of London National Army Museum National Gallery Natural History Museum National Museums and Galleries on Merseyside (NML) National Portrait Gallery Oxford University Gardens, Libraries and Museums Royal Botanic Gardens Kew Science Museum Group Tate The National Archives V&A

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £1 / Highest offer: £4,000,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

The British Library (BL) is leading a collaborative tender with the DCMS Museums and Galleries and other charitable organisations working in the cultural events, museums and galleries sector to set up a Framework Agreement to deliver their specialist media buying advertising and marketing. The primary organisations expected to utilise this arrangement as Contracting Authorities are: British Library British Museum City of London Corporation (Barbican and Tower Bridge) Museum of London National Army Museum National Gallery Natural History Museum National Museums and Galleries on Merseyside (NML) National Portrait Gallery Oxford University Gardens, Libraries and Museums Royal Botanic Gardens Kew Science Museum Group Tate The National Archives V&A With the permission of the British Library as Contract Managers, any charitably funded organisation working in the cultural events, museums and galleries sector or Government funded public body will have access to this Framework Agreement. The purpose of this procurement is to source a minimum of two and maximum of four suppliers per specialist area demonstrating the capability and capacity to deliver services providing the optimal mix of quality and cost across the different aspects of digital advertising and specialist marketing support within the current landscape described below. The specialist areas are split into:- Digital Advertising Digital Production SEO & PPC Other Digital Services Retail Fundraising Community marketing Education marketing

II.2.5) Award criteria

Quality criterion - Name: Expertise in selected specialist area / Weighting: 20

Quality criterion - Name: Audience Knowledge and Insight / Weighting: 20

Quality criterion - Name: Innovation and strategic, long term thinking / Weighting: 20

Quality criterion - Name: Account Management and reporting / Weighting: 20

Cost criterion - Name: Schedule of rates / Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

1 x 12 month optional extension

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-014472](#)

Section V. Award of contract

Contract No

002162

Title

Digital Advertising and Specialist Marketing Support Framework

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 December 2023

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 12

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 12

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

23red Limited

Victoria House, 1 Leonard Circus

London

WC2E 9NA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03974936

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Anything is Possible

Third Floor, Frederick House, 41-46 Frederick Place

Brighton

BN1 4EA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10910014

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

AKA UK

117 Digital Advertising and Specialist Marketing Support Framework

London

WC2H 8AD

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03037241

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Altair Media Ltd

3rd & 4th Floor, 45 Gerrard Street

London

W1D 5QQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08949094

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Crafted Media Limited

Hyde Park House, Crown Street

Ipswich

IP1 3LG

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06662635

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Four Marketing and Media

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04721946

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Influence Digital Limited

40 Whitfield Street

London

W1T 2RH

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07125666

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Krow

The Old Sawmills, Filleigh

Barnstaple

EX32 0RN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01057816

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Williams Commerce Ltd

60 Great Portland Street

London

W1W 7RT

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07051709

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £4,000,000

Total value of the contract/lot: £4,000,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=847150511>

GO Reference: GO-202448-PRO-25706588

VI.4) Procedures for review

VI.4.1) Review body

British Library

96 Euston Road

London

NW1 2DB

Email

andy.kemp@bl.uk

Country

United Kingdom